

# DRAFT MEETING MINUTES

SPECIAL MEETING OF THE  
CITY OF ALAMEDA PLANNING BOARD  
MONDAY, MARCH 28, 2011  
7: 00 p.m.

**Otaez Mexican Restaurant**  
1619 Webster Street, Upstairs  
Alameda, California

1. CONVENE:           **7:00 p.m.**
2. FLAG SALUTE:       **None**
3. ROLL CALL:           Present: President Ezzy Ashcraft, Vice-President Autorino, Board members Kohlstrand, Wallis, and Zuppan.  
  
Absent: Board members Ibsen and Lynch
4. MINUTES:           Minutes from the Regular meeting of February 28, 2011 (Pending)  
Minutes from the Regular meeting of March 14, 2011 (Pending)
5. AGENDA CHANGES AND DISCUSSION:  
    **None**
6. STAFF COMMUNICATIONS:  
  
    Written Report  
  
    **6-A** Future Agendas  
    **6-B** Zoning Administrator Report  
    Meeting of 3/15/2011  
    1533 Webster Street-Salon-Continued to 3-28-11 Planning Board Meeting  
    1509 Webster Street-Salon-Continued to 3-28-11 Planning Board Meeting
7. ORAL COMMUNICATIONS:  
    \* Anyone may address the Board on a topic not on the agenda under this item by submitting a speaker's information slip, subject to the 5-minute time limit.  
    **Kathy Nielsen thanked President Ezzy Ashcraft and Vice President Autorino.**
8. CONSENT CALENDAR:  
    Consent Calendar items are considered routine and will be enacted, approved or adopted by one motion unless a request for removal for discussion or explanation is received from the Planning Board or a member of the public by submitting a speaker

slip for that item.

**None**

## **9. REGULAR AGENDA ITEMS:**

**9-A PLN11-0023 – 1533 Webster Street – Qingyi Huang.** Proposed beauty salon, including retail and massage, within an existing 5,000 square foot commercial space. The proposed business would include approximately 17 stations and four wax and facial rooms. The proposed hours of operation are 9 am to 8 pm.

Brian Stanke, Planner, gave an overview of the application. He stated that the applicant has run a salon in the Marina Village Shopping Center for over eight years and has an established clientele. The item was originally brought to the Zoning Administrator for a hearing, but just before the hearing a petition was presented with the signatures of 48 business owners, workers, and residents along Webster Street opposed to the project. At the hearing several residents and business people spoke against the proposed beauty salon and called for a moratorium on new beauty salons along Webster Street. The Zoning Administrator found that the project was a matter of general public concern and that a question of city policy was being raised by those opposed to the project. Therefore the Zoning Administrator referred the application to the Planning Board.

The Planning Board then passed a motion to hear both of the items together due to the similarities of the applications. It was also moved to combine the public speaker's once the items are discussed.

**9-B PLN11-0034 – 1509 Webster Street – Ling & Eddie Siu.** Proposed hairstyling and beauty salon within an existing 1,250 square foot commercial space. The proposed business would include approximately six stations and the proposed hours of operation would be 9 am to 8 pm.

Mr. Stanke gave an overview of the application. He stated that the proposed Use Permit would permit the applicants, Ling Siu and Eddie Siu, to relocate their existing beauty Salon business from Oakland's Chinatown to Webster Street in Alameda to a space that is currently vacant. The Sius have run their beauty salon at its current location, for over ten years and have an established clientele. Mr. Stanke mentioned that the Webster Street Commercial District currently has approximately 14 vacant commercial spaces. Multiple empty storefronts do have a deleterious effect on a business district. Vacant store fronts reduce the number of people visiting the shopping area and patronizing existing stores. From staff's perspective, filling vacant storefronts is essential to maintaining the vitality of a business district.

The motion was made and moved to open the Public Hearing on both items and shorten the speaker time to 3 minutes.

President Ezzy Ashcraft opened the public comment period.

Louise Vigna, neighbor, spoke against the Use Permit stating that there were too many salons on the street already

Dick Denton, business owner, spoke against the Use Permit stating concern that the new salons might take business away from existing salons.

Mario Mariani, resident, spoke in favor of the Use Permit stating that it is important to bring new businesses to Webster Street.

Judi Friedman, WABA, spoke in favor of the Use Permit stating that the WABA Board had carefully considered both applications.

Anita Ng, business owner, spoke against the Use Permit stating that there were too many such businesses in the area.

Susan Grant, business owner, spoke against the Use Permit stating she would like to see more diversity of businesses.

John Piziali, neighbor, spoke in favor of the Use Permit stating that quotas are not appropriate and that the market will make the necessary adjustments.

President Ezzy Ashcraft closed the public comment period.

Board member Kohlstrand stated that there are compelling arguments for both sides. She feels it is up to the economic market to decide if businesses will survive in a certain district and not the Planning Board.

Board member Wallis stated that the Alameda Municipal Code (AMC) says the use is a conditional use and the use is compatible with the area.

Board member Zuppan stated that she remembers when residents and business owners were upset that Peets Coffee and Starbucks Coffee were coming on to Park Street and there would be too many coffee houses. She mentioned that all of the coffee houses are still operating.

Vice President Autorino stated that he was amazed at the amount of salons on Webster Street and agrees that a more diverse business would be best but unfortunately those businesses were not currently applying for permits and a salon business would be better than an empty storefront.

President Ezzy Ashcraft stated that in reference to item 3 in the Draft Resolution, to denying the Use Permit the Board must have evidence that "The proposed use, if it complies with all conditions upon which approval is made contingent, will not adversely affect other property in the vicinity and will not have deleterious effects on existing business districts or the local economy."

The motion was made to approve the Use Permit for 1533 Webster Street by Board member Autorino and seconded by Board member Kohlstrand. The motion passed.  
**Approved 5-0**

The motion was made to approve the Use Permit for 1509 Webster Street by Board member Wallis and seconded by Board member Zuppan. The motion passed.  
**Approved 5-0**

10. WRITTEN COMMUNICATIONS:  
**None**

11. BOARD COMMUNICATIONS:  
*Board members may ask a question for clarification, make a brief announcement or make a brief report on his or her activities. In addition, the Board may provide a referral to staff or other resources for factual information, request staff to report back to the body at a subsequent meeting concerning a City matter or, through the chair, direct staff to place a request to agendize a matter of business on a future agenda.*

12. ADJOURNMENT:      **8:04 p.m.**

SPECIAL JOINT MEETING OF THE  
CITY OF ALAMEDA PLANNING BOARD  
AND  
ECONOMIC DEVELOPMENT COMMISSION  
MONDAY MARCH 28, 2011  
7:01 p.m.

1. RECONVENE:      **8:15 p.m.**

2. ROLL CALL:      Present: President Ezzy Ashcraft, Vice-President Autorino,  
Board members Kohlstrand, Wallis, and Zuppan.

Absent: Board members Ibsen and Lynch

3. AGENDA CHANGES AND DISCUSSION:  
**None**

4. ORAL COMMUNICATIONS:  
\* Anyone may address the Board on a topic not on the agenda under this item by submitting a speaker's information slip, subject to the 5-minute time limit.  
**None**

5. REGULAR AGENDA ITEMS:

**5-A Webster Street Vision Book Implementation** The Planning Board will consider the Webster Street Vision Book and alternative implementation strategies and priorities to revitalize the Webster Street Business District.

Mr. Thomas gave a brief recount of the original Webster Street Vision Book presented in 2010. He stated that the attached vision plan is very similar to the 2010 version except that short sections of text have been added to describe the images and concepts and an implementation check list or “grocery list” has been added at the end of the document to assist the City and WABA manage implementation and realization of the concepts and ideas in the Vision Plan.

Mr. Thomas mentioned that the City was not going to be spending much more time or money on the Vision Plan due to the instability of the State of California redevelopment funds and the City’s General Fund. He stated that the “Grocery List” is a list of items or actions that are culled from the Vision Plan that would contribute to the revitalization of Webster Street. Similar to a grocery list, the items are not related to one another, accomplishing all of the items would be great, but accomplishing any one of the items would also be good, and none of the items require that one be accomplished before another.

Mr. Thomas recommended that WABA identify an existing WABA committee or establish a new committee to oversee the implementation of the Vision Plan. The committee could include representatives from the business community, the adjacent neighborhoods, the Planning Board, and the Economic Development Commission. Staff would not sit on the committee, but a City staff member should attend the meetings to report on relevant city efforts related to the items on the Grocery List.

Mr. Thomas stated that although resources and funds for physical improvements are limited, the WABA committee and City staff can be working to position Webster Street to be better able to take advantage of opportunities when they arise. For example, State and Federal grant opportunities may arise to fund major capital improvements on Webster Street. He stated that to be competitive for these funds, WABA and the City should do the work necessary to agree on what kinds of improvements are necessary and appropriate and complete any necessary discretionary approvals so that the proposed improvements are “shovel-ready” and therefore more competitive for grant funding.

President Ezzy Ashcraft opened the public comment period.

Dr. Jannette Jackson, College of Alameda, spoke in favor of the Vision Plan.

Tony Daysog, neighbor, spoke in favor of the Vision Plan.

Christopher Buckley, Alameda Architectural Preservation Society, spoke in favor of the Vision Plan.

Karen Bey, neighbor, spoke in favor of the Vision Plan.

Jon Spangler, resident, spoke in favor of the Vision Plan.

President Ezzy Ashcraft closed the public comment period.

Board member Kohlstrand asked about the signage and the identification of the different districts, the Gateway Section, Avenue Section, Main Street Section, and Anchor Section. She also asked how the Alameda Trail, which will eventually connect Alameda Point and the Fruitvale Bridge, connects with Willie Stargell Avenue. She mentioned that the areas slated for the Park & Ride lots near the Tubes seem like they will be hard for residents to access.

Mr. Thomas agreed that better signage would make easier for drivers to negotiate the area. He mentioned that the City owns some land near the Tubes which are being considered as the Park & Ride lots. The City is also looking at having a "Bus Only" lane entering the tube. He also stated that the City will not be able to build any new bridges or tubes to service the traffic on and off the island.

Board member Wallis mentioned that as a resident of West Alameda he is very excited about the Vision Plan. He asked if items on the "Grocery List" need to be completed in any sort of order.

President Ezzy Ashcraft stated that there should be more connectivity between the College of Alameda and Webster Street. She stated that a representative from the College should be on the Webster Street Vision Implementation Committee. She also stated that the intersection of Central Avenue and Webster Street does not allow crossing on all four sides and it is very inconvenient and not pedestrian friendly. She asked about a shuttle to take bicycles through the tube.

Mr. Thomas stated that the City of Alameda received a grant to provide a shuttle for bicycles over the summer months. He also stated that nothing on the "Grocery List" needs to be completed in any particular order.

Board member Kohlstrand recommended that Vice President Aurorino represent the Planning Board on the Webster Street Vision Implementation Committee. The Board members agreed.

- 5-B Alameda Municipal Code (AMC) Text Amendments – Applicant – City of Alameda.** Three amendments to the AMC, Section 30, Development Regulations. The first amendment would permit the use of portable free standing or A-frame signs within the front two and one-half feet of a storefront within the Webster Street, C-C, Community Commercial Zoning District subject to obtaining a City Encroachment Permit. The second amendment would permit building heights to be increased to five (5) stories with a maximum height of sixty (60) feet along the Westerly side of Webster Street C-C, Zoning District, between Ralph Appenzato Parkway and Eagle

Avenue and permits four (4) stories with a maximum height of fifty (50) feet between Eagle Avenue and Buena Vista Avenue. The third amendment would permit a sixty (60) foot non-habitable tower or monument at the South terminus of Webster Street.

Dennis Brighton, Planner, presented the proposed text amendments.

President Ezzy Ashcraft opened the public comment period.

Christopher Buckley, Alameda Architectural Preservation Society, spoke in favor of the amendments.

Tony Daysog, neighbor, spoke in support of the amendments, but raised concerns about the Sandwich Boards signs.

President Ezzy Ashcraft closed the public comment period.

Board member Zuppan stated that she likes the idea of the A-Frame signs but warned that they can be very unattractive and would like the business owners to obtain a sign permit prior to approval of the A-frame sign.

Board member Kohlstrand stated that she thinks that the A-frame signs should be subject to the City of Alameda Sign Ordinance as well as obtain a City Encroachment Permit.

Mr. Thomas stated that it could also be subject to West Alameda Business Association (WABA) sign review and approval.

President Ezzy Ashcraft stated that she is opposed to the A-frame signs and believes they are a tripping hazard and visual pollution. She is in favor of outdoor seating and merchandise display.

Board member Wallis is in favor of the outside merchandise display and the A-frame signs stating that it gives the business owner the space to promote their merchandise and interact with the shopping public.

Board member Kohlstrand made the motion to recommend approval of Zoning Text Amendment to the Alameda Municipal Code to permit portable free-standing signs within the Webster Street C-C, Community Commercial Zoning District subject to a City Encroachment Permit. Board member Zuppan seconded. The motion failed to pass 3-2.

Board member Kohlstrand made the motion to recommend approval of Zoning Text Amendments to the Alameda Municipal Code to permit building heights to be increased to five stories with a maximum height of sixty feet within the Webster Street C-C, Community Commercial Zoning District along the westerly side of Webster Street between Ralph Appezzato Parkway and Eagle Avenue, and permit a tower monument of up to 60 feet at the southerly terminus of Webster Street. Board

member Zuppan seconded. The motion passed 5-0.

**5-C Catellus/Alameda Landing Project Update** A presentation and update on the planned Alameda Landing Project.

Mr. Thomas reported that early in 2011, Catellus approached the City to initiate discussions regarding possible adjustments to the package of entitlements to facilitate redevelopment of the property and improve the project. Catellus is currently pursuing an agreement with Target stores to bring Target to Alameda. He stated that to be successful, Catellus believes that certain changes to the previous agreements and approvals may be necessary. Any changes to the previous entitlements and approvals would need to be reviewed and approved by the Planning Board and the City Council. To accommodate Target's schedule, Catellus has informed the City that the review and final actions by the Planning Board and City Council would need to be completed by the end of this calendar year.

He mentioned that although Catellus has not submitted an application to modify any of the former entitlements yet, staff requested that Catellus give the Planning Board and the West Alameda community an opportunity to review and comment on the current entitlements and plans in preparation for future community discussions about potential amendments.

He reported that the previous entitlements and agreements allow for up to 300,000 square feet of retail use, 300 residential units, and 400,000 square feet of office space on the 77 acre site. The 2008 Design Review approval for the first phase of the project included a 250,000 square foot retail center located between Stargell Avenue and a future extension of Mitchell Avenue. Shortly after the final action by the Planning Board to approve the design review application, economic conditions changed, and Catellus was unable to secure adequate tenant commitments to pursue the project. However, the City of Alameda and Catellus were able to complete the Stargell Extension project in 2010, which provides the primary gateway into the future project. Mr. Thomas stated that the City and Catellus are looking for feedback from the Planning Board and Community to ensure that the project is done correctly and not just rush through the process.

Sean Waskerman of Catellus stated that they are very pleased with how Stargell Avenue turned out. They are working on the retail piece, talking with Target. He stated that Target wants to come to Alameda. He stated the changes since the entitlement mentioning the Density Bonus Ordinance which could possibly activate a higher residential density. He mentioned that the office market is currently extremely weak. It is very hard to predict when the office market will recover to the point where demand will support construction of new office buildings and the adjacent public waterfront areas.

President Ezzy Ashcraft opened the public comment period.



Jon Spangler, resident, spoke regarding the project stating that he hoped the previous agreements on bicycle access would be honored.

Tony Daysog, neighbor, spoke regarding the project stating he felt it would be a benefit for West Alameda.

Karen Bey, neighbor, spoke regarding the project stating her she would like to see a good mix of retail businesses.

Mi'Chelle Fredrick, neighbor, spoke regarding the project stating that it sounded exciting but she is concerned about "Big Box" stores.

Robert Rayburn, Bart Board Member, spoke in favor of the project.

Board member Zuppan asked how the possible changes in the redevelopment dollars available will affect the Alameda Landing project.

Mr. Thomas stated that the that the City has made commitments to projects to give them redevelopment funds and if the funds are not available it could potentially affect the projects.

Board member Kohlstrand stated that three items need to be addressed, maintaining the connection to the water, providing mixed use, and a pattern of development.

Vice President Autorino stated that he would like to see these projects get started and stressed the need to move forward on the West End redevelopment.

President Ezzy Ashcraft stated that she is excited to see this project back, but would like to see the area more walkable to try and get people out of their automobiles. She would also like to see a wharf and more access to the water.

6. WRITTEN COMMUNICATIONS:

**None**

7. BOARD COMMUNICATIONS:

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**None**

8. ADJOURNMENT:                      **10:00 p.m.**